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**REQUEST FOR PROPOSALS (RFP)**  
**SURFSIDE MASTER PLAN**  
**CLOSING DATE: Friday, July 7, 2006, 4:00 P.M.**

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The Town of Surfside ("Town" or "Surfside") is requesting proposals from firms interested in preparing a Master Plan and vision for the Town. Proposals are requested from qualified firms with considerable experience in public participation and facilitation, community design, and land use planning. Qualified firms shall respond in written form and submit documentation substantiating their qualifications to perform the services required.

Ten 10 copies of the firm's documents must be provided to: Mr. W.D. Higginbotham, Town Manager, Town of Surfside, 9293 Harding Avenue, Surfside, FL 33154, no later than **4:00 P.M. Friday, July 7, 2006**, at which time they will be publicly opened and announced. To be considered, all responses should be hand-carried or delivered by traceable means, in one (1) sealed envelope, entitled "RFP Surfside Master Plan".

### **Planning Area Description**

The Town of Surfside covers about 640 acres of which 53% is land and 47% is water. It is boarded by the Atlantic Ocean to the East, the Indian Creek Waterway to the West, 96<sup>th</sup> Street to the North, and 87<sup>th</sup> Street to the South. You can see a map of the area including a satellite view at Google Maps (<http://maps.google.com/>) by typing in "Surfside, 33154". Surfside has about 2500 households and about 5000 residents.

Surfside was developed predominantly in the 1940s and 1950s. Land uses in the area include the business district (including retail, restaurant and office space), single family housing, multi-unit housing, and municipal uses. The area is bordered by the Village of Bal Harbour and the Bal Harbour Shops (a shopping mall) to the North, and on the Town's southern border is the section of Miami Beach, identified as "North Beach", which is predominantly multi-unit housing.

During the past five years, Surfside has experienced significant demographic changes as new, younger families have moved in.

## **Previous Planning Efforts**

There has been no previous organized planning effort except for the State required update of the Comprehensive Plan.

## **Upcoming Projects**

A number of projects are already being considered for the Town including;

- building a new Community Center and pool,
- gating the residential district,
- burying the power lines and possibly relocating some underground utilities,
- required upgrades, maintenance and repairs on existing underground utilities,
- adding municipal owned parking garages using existing lots,
- adding municipal owned retail/restaurant space to the business district using several municipal owned lots,
- updating and expanding the current business district,
- redeveloping current parks and adding parks,
- adding landscaping and shade throughout the Town,
- adding traffic calming and traffic safety devices throughout the Town,
- adding or expanding sidewalks,
- creating a new beach walk path,
- creating a small municipality owned marina,
- adding kayak landings,
- and more.

The Florida Department of Transportation is currently studying a solution to the traffic congestion at the corner of Harding Avenue and 96<sup>th</sup> Street.

A number of private developers are also planning projects throughout the Town.

There are other projects planned for the adjacent communities which could impact Surfside including;

- expansion of the Bal Harbour Mall (directly to our North),
- redevelopment of the Sheraton Bal Harbour Hotel (now the St. Regis),
- redevelopment of Haulover Park (North of Bal Harbour),
- redevelopment of North Shore State Recreation Area directly to our South, and,
- redevelopment of Kane Concourse on Bay Harbor.

## Statement of Purpose

The Town wishes to create a comprehensive master plan in order to determine capital improvement projects, guide public and private projects throughout the Town, and develop ordinance changes.

The Town of Surfside seeks the services of a design and planning team to master plan this area. The goals of this effort are to develop a vibrant mixed-use urban environment and specifically to:

*(The following is offered to describe the general extent of services to be provided. This outline is not all-inclusive and the firm shall include in the proposal any tasks and services deemed necessary to satisfactorily complete the project. All aspects of the Town are open for discussion.)*

- Develop a vision for redevelopment of the Town based on New Urbanism concepts and utilizing Dynamic Planning principals, (as defined by [cnu.org](http://cnu.org) and [charretteinstitute.org](http://charretteinstitute.org));
- Conduct a National Charrette Institute (NCI) style Charrette (<http://www.charretteinstitute.org/charrette.html>) utilizing public participation in the vision process including:
  - Research, Education, Charrette Preparation
  - Charrette
  - Plan Implementation
- Create a plan that utilizes the attributes of Healthy Communities (<http://www.charretteinstitute.org/healthy.html>).
- Create a plan that incorporates upcoming projects being considered (see above) and the projects conceptualized during the Charrette process.
- Create a comprehensive 'identity' for our Town that enhances our uniqueness and our brand. This identity should be carried through to all aspects of the town, from the architecture to the landscaping to the light posts to the logo.
- Enhance the economic viability of the area;
- Develop specific projects to improve traffic flow and safety;
- Design streetscape improvements to be implemented in the public right-of-way;
- Provide additional open space and access to the water; and
- Provide a more pedestrian-friendly environment;
- Create an appropriate gateway into the Town;
- Address the issues of traffic congestion, visual clutter, incompatible land uses, inappropriate building designs, building conditions, excessive pavement, parcel configuration, lack of landscaping and shade, and limited pedestrian/public realm, and more.
- Address our cultural, heritage, natural, and architectural assets where feasible.
- Anticipated services shall include, but are not limited to the following:

- Production of a base map with building footprints and rights-of-way boundaries;
- Survey work to a degree that will sufficiently allow the team to design a master plan of the area including the location of streets and utilities;
- Rendering of a master plan including rendered perspectives and cross sections;
- Development of a land use plan for the area;
- Development of specific road network and traffic improvement projects;
- Development of general design guidelines for new development;
- Development of streetscape design standards;
- Development of an Implementation Schedule.
- Recommendations on parcel reconfigurations;
- Recommendations on redevelopment incentives;
- Recommendations on enhanced economic viability of the business district;
- Facilitating and seeking public input in the form of discussions and meetings with residential & commercial property owners, business owners, developers, and the general public; and
- Other services deemed necessary to complete the project.

It is anticipated that, upon conclusion of this project, the Town will proceed with updating our ordinances utilizing Form Based codes (<http://www.formbasedcodes.org>) and Smart Code principals ([http://www.dpz.com/pdf/3000-SmartCode\\_v8.0%20combined.pdf](http://www.dpz.com/pdf/3000-SmartCode_v8.0%20combined.pdf)) to reflect this Master Plan. The winning firm should have experience with this type of project and may be asked to extend their contract to facilitate this aspect of the project.

The Charrette Steering Committee, appointed by the Town Commission, and the Town Manager, will assist and provide direction throughout the entire process. The Town will provide existing plans, maps, and other documents relevant to the project upon selecting the firm. It is essential that the firm be able to dictate the time needed to conduct these planning tasks while leading and managing the project. In addition, the firm will need to attend meetings with the Committee and Town Commission, as necessary, to obtain input and guidance.

## **Proposal Requirements**

The Design/Planning Team may include, but not be limited to, the following professional services: Urban Designer, Traffic Consultant, Civil Engineer, Architect and/or Landscape Architect, Land Planner, Retail and Economic Consultant.

Interested parties shall submit written proposals which clearly demonstrate their ability to provide quality services in a timely and cost effective manner pursuant to the points in the Statement of Purpose. Submittals should include the following:

- The firm's name, mailing address, phone number, email address and principal contact for the project;
- Firm Qualifications and Resources: Description of qualifications and background, including educational and professional experience specifically related to the scope of work, of the firm and all individuals to be assigned to the project, including their relationship to the firm, an estimate of the time each individual is expected to devote to the project, and an estimate of when your firm would be able to start this project;
- Project Experience: Provide a description of experience and history your firm has had with projects similar to this one;
- Statement of Work Product: Detailed description and outline of how the project will be conducted. Include a timeframe for the completion of various tasks, including a schedule of public meetings, meetings with staff and the Steering Committee. A clear statement of the final product and deliverables, with examples, should be provided.
- References: The names, addresses and phone numbers of current and past clients receiving similar services;
- Unique Qualifications: Reports and other materials demonstrating the firm's relevant experience and capabilities;
- Service Costs: The firm shall provide a current rate schedule for all of those elements involved in the project. The cost proposal shall include cost of the completion of the project, including professional fees, sub-consultant costs, and all other costs related to the completion of the project.
- Any additional related information.

All professionals assigned to the project must be registered in the state of Florida. The firm must be licensed to do business in the Town of Surfside and provide proof of General Liability Insurance and Workers Compensation.

## **Selection Process**

The Charrette Steering Committee will review all submitted proposals. The intent is to select three to five firms that will be invited for an interview and presentation. Selection criteria will include:

- Demonstrated experience in Master Plan preparation in communities similar to the Town of Surfside;
- Demonstrated qualifications and resources available to the firm;
- Understanding of the project;
- Demonstrated experience in achieving community involvement, citizen participation, and broad reach of related project information;
- Efficient and realistic timeframe for the completion of the desired tasks, with particular attention to Town of Surfside meetings and events that may conflict with the Master Plan process, including a clear indication that work will be completed in a timely manner;
- Cost of project;
- Timely submittal of all requirements as noted; and,
- Other criteria which may be determined by members of the Committee.

The Committee's recommendations shall be forwarded to the Town Manager and Town Commission for review and final consideration.

The Town shall not be responsible for any of the costs associated with responding to this request for proposals and all submitted materials shall become the property of the Town. Furthermore, the Town expressly reserves the following rights and options:

- Request additional information, as necessary.
- To reject any, or all proposals, and re-advertise if deemed necessary;
- Waive any or all formalities and technicalities; and
- Approve, disapprove or cancel all services associated with the project;

For information or questions concerning this solicitation, please contact Mr. W. D. Higginbotham, Town Manager, Town of Surfside, at (305) 861-4863, or by email [wdhigginbotham@townofsurfsidefl.gov](mailto:wdhigginbotham@townofsurfsidefl.gov).

*The Town of Surfside does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services.*